

**CONNECTICUT GRANT PROGRAM TO SUPPORT THE SERVICES OF
LOCAL SUBSTANCE USE DISORDER PREVENTION
(LOCAL PREVENTION COUNCILS)**

2023 - 2024

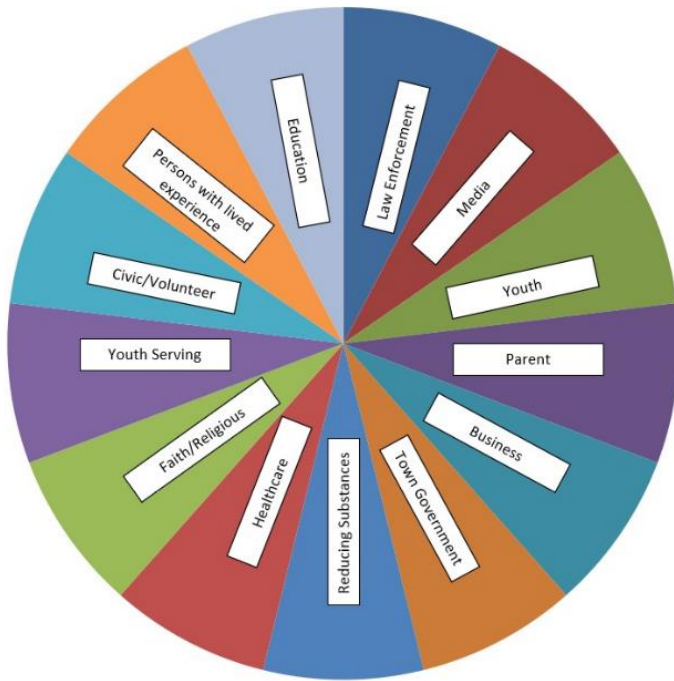
I. Background and Purpose

The CT Department of Mental Health and Addiction Services’ (DMHAS) Prevention and Health Promotion Division, in collaboration with the Regional Behavioral Health Action Organizations (RBHAOs), annually funds over 150 community-based Local Prevention Councils (LPCs). These community-based coalitions build local capacity to plan and implement substance use/misuse prevention strategies to reduce problem behaviors and associated negative outcomes for all ages.

II. Grant Requirements

A. The Local Prevention Council

A LPC must be established to lead this grant. LPCs bring together a diverse group of community key stakeholders who represent multiple sectors including, but not limited to: businesses, health and behavioral healthcare, schools (private/public), local government, youth serving organizations, civic groups, and others (see below). LPC members work collaboratively on the identified problem substance priorities. LPC membership should strive to include at minimum the sectors noted in the wheel below.



- *Experienced LPCs* should review membership and identify what expertise and resources are needed to implement strategies to address the priority substance problems.
- *New/Novice LPCs* must first focus on building coalition capacity through identification and engagement of key stakeholders to join the LPC. Then they may begin addressing the statewide and local priority substance problems.

B. The Strategic Prevention Framework

The federal Substance Abuse Mental Health Services Administration’s (SAMHSA) [Strategic Prevention Framework](#) (SPF) guides all DMHAS’ Prevention and Health Promotion Division initiatives to ensure data-driven decision making, planning, implementation, and continuous improvement to best address existing needs and gaps whether across the state, in a region or community, a specific setting, or of a particular population. All funded initiatives must utilize the SPF model, which is comprised of five elements: needs assessments, capacity building, planning, implementing evidenced based strategies, monitoring and evaluation, and also accounts for



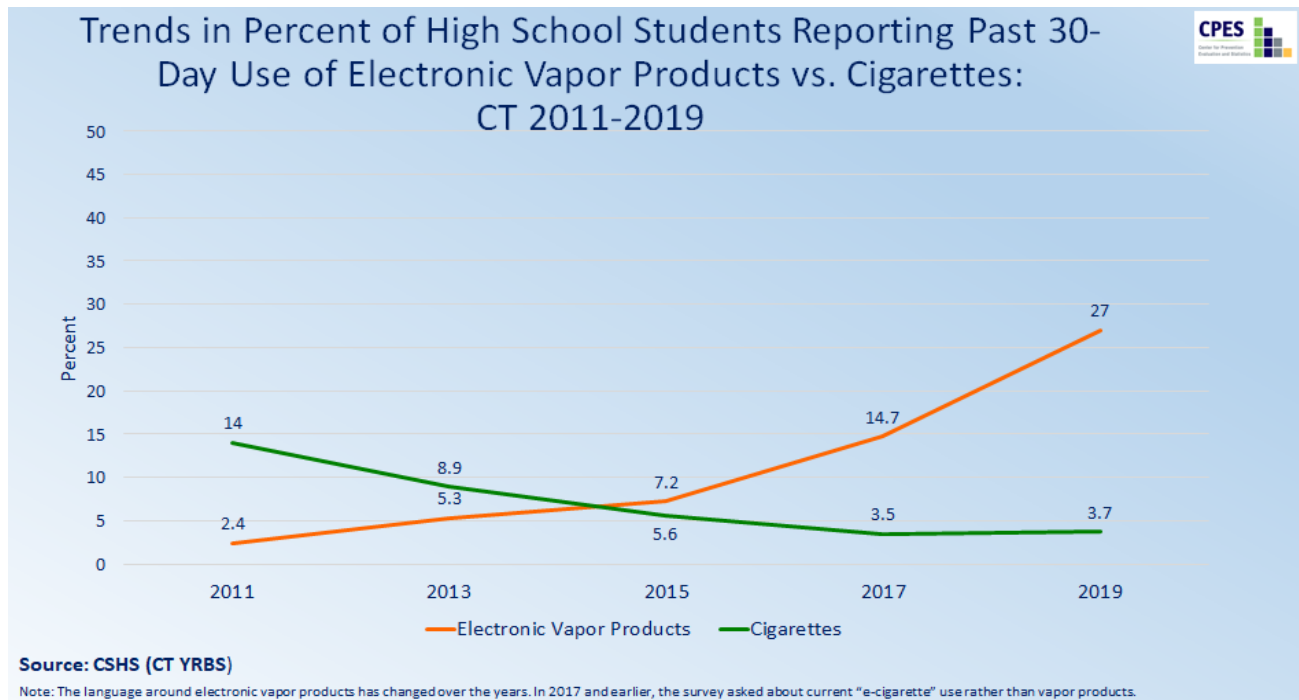
sustainability and cultural sensitivity to meet the unique needs of prioritized populations and communities. The RBHAOs provide support and guidance on use of the SPF to the LPCs.

C. Priority Problem Substance

Statewide Priority Problem Substance: Vaping

Since the 2019 RBHAOs priority reports, vaping of various substances has been identified as an emerging problem of concern among youth statewide. It has proliferated, leaving schools, communities and families struggling to address the problem. In the upcoming funding cycle, RBHAOs will continue to support LPC implementation of vaping prevention strategies to achieve reductions in youth vaping and prevent misuse and addiction. Therefore, here are the Goals pertaining to Vaping:

- Goal 1: Reduce vaping use rates by 5% by 2025 among 12-18 year-olds by targeting related risk and protective factors.
- Goal 2: Increase public awareness of vaping risks and prevention.



D. Deliverables

- Recipients are required to collect service data and submit reports on December 15, April 15, and final report by July 31st at the end of the funding period, using forms provided by the RBHAO.
- Participate in a mid – year check- in by January 31st with RBHAO.
- Projects must focus on two or more of the six strategies. ***Intervention and Treatment services will not be considered for funding.***
- The LPC will participate in the RBHAO priority planning process, and shall utilize recommendations from the Regional Priority Report that is posted [here](#). Participate in RBHAO meetings and learning opportunities.
- Hold a minimum of four LPC meetings per funding period.

- Work-plan to be approved by the RBHAO.

E. Expectations

- Required activities at minimum must include information dissemination and capacity-building strategies, including assessment, identified by asterisks and bold in Appendix C.
- Provide an itemized budget of expenses that you expect to incur in the implementation of your projects. This budget should show exactly what requested dollars will purchase. Administrative is up to 15%, and not allowed to support direct services.
- Allowable expenses may include materials/ supplies, equipment rentals, food expenses cannot be more than 5% of the total budget for the entire funding period.
- The LPC coordinator and/or an appointed coalition member are required to attend the quarterly Regional LPC meetings hosted by the RBHAO.
- All funds **must** be expended by June 30, 2024.

F. Eligible Applicants

In order to be eligible for this LPC grant, applicants must:

- Be a municipal-based office or partnering community-based organization as the designee. Designee must have the application signed by the official signatory of the municipality (town manager, finance director, Mayor / First Selectman).
- If partnering with a community-based organization (CBO), the LPC must have a town representative in good standing to ensure town commitment and capacity development (examples of appropriate town representatives can be human services, youth services, health departments, school district level, town leadership).
- Towns may submit collaborative applications with other municipalities. If two or more towns choose to apply jointly, an award equal to the total of the individual town allocations will be made. Joint applications must include the following:
 - Letters of collaborations and commitment from the chief elected official of each town involved; and a clearly defined fiduciary.
 - Clear indication of the town (or agency, or organization) that will be the recipient of the contract.
 - Designated town office representative assigned to the coalition from each collaborating town to ensure communication of LPC deliverables.

G. Budget Requirements & Limitations

- The awards for the *Statewide Priority Problem Substance: Vaping* will range from \$2,265.16 to \$10,356.82 per community based on population (US Census 2013). See Appendix A.
- Allowable administrative costs may not exceed 15% of total funding.
- *Direct vs. Indirect*: *Direct* is usually- salary, fringe, office supplies, equipment needed to provide services (e.g. computer, software), print materials, local travel, postage. *Indirect* is typically a percentage applied to the direct that includes overhead like telephone and rent.
- Any contractor reimbursement should be guided by government reimbursement rates for CT located here: https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2023/NY_h.pdf . These are the hourly rates, and a contractor cannot exceed the highest hourly rate.
- Per person honorariums are not to exceed \$500.00.

- Allowable program expenses may include materials/ supplies, equipment rentals, and programmatic food expenses; however, food expenses may not exceed more than 5% of the total budget for the entire funding period.
- Direct services for intervention or treatment are not allowed.
- Receipts must be maintained as you may need to submit them upon request.

H. Key Dates

- The application package is due by *noon on September 1, 2023*. Extensions will be negotiated upon request to the RBHAO. Applications may also be submitted prior to the due date.
- Applications will be reviewed by the RBHAO within *14 business days*. The RBHAO will review all the applications and negotiations will occur with applicants as needed.
- For the purpose of developing the workplan, the implementation start date should be *14 business days following application submission through June 30, 2024*.
- All funds must be expended by *June 30, 2024*.

I. General Instructions

- Applications should be developed with LPC member input.
- Complete all items using only the Funding Application Form.
- The application package must be submitted electronically. Accepted formats include Word and PDF. Edits and comments can be made by RBHAO if the document is editable. Otherwise, communication will be via email.
- Utilizing private LPC resource page to retrieve formal/required documents upon application acceptance.
- If two or more towns apply jointly, submit only one application.
- Demographic forms must be submitted electronically on Salesforce using the town's specific URL link.
- Please reach out to your appointed LPC Support Person for any comments, questions, or concerns. You may CC Daniella (LPC lead) but your first line of communication will be your Support Person.

Appendix A: Grant Award Amounts

Grant awards are contingent upon the availability of funds.

LPC Funding 2023-2024			
Town	Region	Range	Updated SFY2021 Baseline Award
Southern CT			
Bridgeport	1	Over 130,000	10356.82
Darien	1	17,001-22,000	4152.79
Easton	1	4,501-8,000	2875.5
Fairfield	1	40,001-75,000	7141.55
Greenwich	1	40,001-75,000	7141.55
Monroe	1	17,001-22,000	4152.79
New Canaan	1	17,001-22,000	4152.79
Norwalk	1	75,001-130,000	8972.55
Stamford	1	75,001-130,000	8972.55
Stratford	1	40,001-75,000	7141.55
Trumbull	1	30,001-40,000	5662.9
Weston	1	8,001-12,000	3020.21
Westport	1	22,001-30,000	5342
Wilton	1	17,001-22,000	4152.79
Southcentral CT			
Ansonia	2	17,001-22,000	4152.79
Bethany	2	4,501-8,000	2875.5
Branford	2	22,001-30,000	5342
Chester	2	1-4500	2265.16
Clinton	2	12,001-17,000	4152.79
Cromwell	2	12,001-17,000	4152.79
Deep River	2	4,501-8,000	2875.5
Derby	2	12,001-17,000	4152.79
Durham	2	4,501-8,000	2875.5
East Haddam	2	8,001-12,000	3020.21
East Hampton	2	12,001-17,000	4152.79
East Haven	2	22,001-30,000	5342
Essex	2	4,501-8,000	2875.5
Guilford	2	22,001-30,000	5342
Haddam	2	8,001-12,000	3020.21
Hamden	2	40,001-75,000	7141.55
Killingworth	2	4,501-8,000	2875.5
Madison	2	17,001-22,000	4152.79
Meriden	2	40,001-75,000	7141.55
Middlefield	2	1-4500	2265.16
Middletown	2	40,001-75,000	7141.55

LOCAL PREVENTION COUNCILS

2024 - 2023

Town	Region	Range	Updated SFY2021 Baseline Award
Milford	2	40,001-75,000	7141.55
New Haven	2	Over 130,0000	10356.82
North Branford	2	12,001-17,000	4152.79
North Haven	2	22,001-30,000	5342
Old Saybrook	2	8,001-12,000	3020.21
Orange	2	12,001-17,000	4152.79
Portland	2	8,001-12,000	3020.21
Seymour	2	12,001-17,000	4152.79
Shelton	2	40,001-75,000	7141.55
Wallingford	2	40,001-75,000	7141.55
West Haven	2	40,001-75,000	7141.55
Westbrook	2	4,501-8,000	2875.5
Woodbridge	2	8,001-12,000	3020.21
Eastern CT			
Ashford	3	1-4500	2265.16
Bozrah	3	1-4500	2265.16
Brooklyn	3	8,001-12,000	3020.21
Canterbury	3	4,501-8,000	2875.5
Chaplin	3	1-4500	2265.16
Colchester	3	12,001-17,000	4152.79
Columbia	3	4,501-8,000	2875.5
Coventry	3	12,001-17,000	4152.79
East Lyme	3	17,001-22,000	4152.79
Eastford	3	1-4500	2265.16
Franklin	3	1-4500	2265.16
Griswold	3	8,001-12,000	3020.21
Groton	3	40,001-75,000	7141.55
Hampton	3	1-4500	2265.16
Killingly	3	17,001-22,000	4152.79
Lebanon	3	4,501-8,000	2875.5
Ledyard	3	12,001-17,000	4152.79
Lisbon	3	1-4500	2265.16
Lyme	3	1-4500	2265.16
Mansfield	3	22,001-30,000	5342
Montville	3	17,001-22,000	4152.79
New London	3	22,001-30,000	5342
North Stonington	3	4,501-8,000	2875.5
Norwich	3	40,001-75,000	7141.55
Old Lyme	3	4,501-8,000	2875.5
Plainfield	3	12,001-17,000	4152.79
Pomfret	3	1-4500	2265.16
Preston	3	4,501-8,000	2875.5
Putnam	3	8,001-12,000	3020.21

LOCAL PREVENTION COUNCILS

2024 - 2023

Town	Region	Range	Updated SFY2021 Baseline Award
Salem	3	1-4500	2265.16
Scotland	3	1-4500	2265.16
Sprague	3	1-4500	2265.16
Sterling	3	1-4500	2265.16
Stonington	3	17,001-22,000	4152.79
Thompson	3	8,001-12,000	3020.21
Union	3	1-4500	2265.16
Voluntown	3	1-4500	2265.16
Waterford	3	17,001-22,000	4152.79
Willington	3	4,501-8,000	2875.5
Windham	3	22,001-30,000	5342
Woodstock	3	4,501-8,000	2875.5
Northcentral CT			
Andover	4	1-4500	2265.16
Avon	4	17,001-22,000	4152.79
Berlin	4	17,001-22,000	4152.79
Bloomfield	4	17,001-22,000	4152.79
Bolton	4	4,501-8,000	2875.5
Bristol	4	40,001-75,000	7141.55
Burlington	4	8,001-12,000	3020.21
Canton	4	8,001-12,000	3020.21
East Granby	4	4,501-8,000	2875.5
East Hartford	4	40,001-75,000	7141.55
East Windsor	4	8,001-12,000	3020.21
Ellington	4	12,001-17,000	4152.79
Enfield	4	40,001-75,000	7141.55
Farmington	4	22,001-30,000	5342
Glastonbury	4	30,001-40,000	5662.9
Granby	4	8,001-12,000	3020.21
Hartford	4	75,001-130,000	8972.55
Hebron	4	8,001-12,000	3020.21
Manchester	4	40,001-75,000	7141.55
Marlborough	4	4,501-8,000	2875.5
New Britain	4	40,001-75,000	7141.55
Newington	4	30,001-40,000	5662.9
Plainville	4	17,001-22,000	4152.79
Plymouth	4	12,001-17,000	4152.79
Rocky Hill	4	17,001-22,000	4152.79
Simsbury	4	22,001-30,000	5342
Somers	4	8,001-12,000	3020.21
South Windsor	4	22,001-30,000	5342
Southington	4	40,001-75,000	7141.55
Stafford	4	8,001-12,000	3020.21

LOCAL PREVENTION COUNCILS

2024 - 2023

Town	Region	Range	Updated SFY2021 Baseline Award
Suffield	4	12,001-17,000	4152.79
Tolland	4	12,001-17,000	4152.79
Vernon	4	22,001-30,000	5342
West Hartford	4	40,001-75,000	7141.55
Wethersfield	4	22,001-30,000	5342
Windsor	4	22,001-30,000	5342
Windsor Locks	4	12,001-17,000	4152.79
Western CT			
Barkhamsted	5	1-4500	2265.16
Beacon Falls	5	4,501-8,000	2875.5
Bethel	5	17,001-22,000	4152.79
Bethlehem	5	1-4500	2265.16
Bridgewater	5	1-4500	2265.16
Brookfield	5	12,001-17,000	4152.79
Canaan	5	1-4500	2265.16
Cheshire	5	22,001-30,000	5342
Colebrook	5	1-4500	2265.16
Cornwall	5	1-4500	2265.16
Danbury	5	75,001-130,000	8972.55
Goshen	5	1-4500	2265.16
Hartland	5	1-4500	2265.16
Harwinton	5	4,501-8,000	2875.5
Kent	5	1-4500	2265.16
Litchfield	5	8,001-12,000	3020.21
Middlebury	5	4,501-8,000	2875.5
Morris	5	1-4500	2265.16
Naugatuck	5	30,001-40,000	5662.9
New Fairfield	5	12,001-17,000	4152.79
New Hartford	5	4,501-8,000	2875.5
New Milford	5	22,001-30,000	5342
Newtown	5	22,001-30,000	5342
Norfolk	5	1-4500	2265.16
North Canaan	5	1-4500	2265.16
Oxford	5	12,001-17,000	4152.79
Prospect	5	8,001-12,000	3020.21
Redding	5	8,001-12,000	3020.21
Ridgefield	5	22,001-30,000	5342
Roxbury	5	1-4500	2265.16
Salisbury	5	1-4500	2265.16
Sharon	5	1-4500	2265.16
Sherman	5	1-4500	2265.16
Southbury	5	17,001-22,000	4152.79
Thomaston	5	4,501-8,000	2875.5

LOCAL PREVENTION COUNCILS**2024 - 2023**

Town	Region	Range	Updated SFY2021 Baseline Award
Torrington	5	30,001-40,000	5662.9
Warren	5	1-4500	2265.16
Washington	5	1-4500	2265.16
Waterbury	5	75,001-130,000	8972.55
Watertown	5	22,001-30,000	5342
Winchester	5	8,001-12,000	3020.21
Wolcott	5	12,001-17,000	4152.79
Woodbury	5	8,001-12,000	3020.21

Instructions For Submitting Funding Application Grant Program To Support Local Prevention Councils

Region 1:

Janice Anderson, Director of Operations, RYASAP
Giovanna Mozzo, Director of The Hub
The Hub: Behavioral Health Action Organization for Southwestern
CT, A Program of RYASAP
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Bridgeport, CT 06605
Ph. 203-450-3328
Email gmozzo@thehubct.org
Website www.thehubct.org
Towns: Bridgeport, Darien, Easton, Fairfield, Greenwich, Monroe,
New Canaan, Norwalk, Stamford, Stratford, Trumbull, Weston,
Westport, Wilton

Region 2:

Pamela A. Mautte MS, MCHES, CPS-R
Director Alliance for Prevention & Wellness (APW)/
A Program of BHcare
435 East Main Street
Ansonia, CT 06401
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Direct line 203-892-6418
Fx. 203-736-2641
Email pmautte@bhcare.org
Website www.apw-ct.org
www.facebook.com/apwct
www.twitter.com/apwct
Towns: Ansonia, Bethany, Branford, Chester, Clinton, Cromwell,
Deep River, Derby, Durham, East Haddam, East Hampton, East
Haven, Essex, Guilford, Haddam, Hamden, Killingworth, Madison,
Meriden, Middlefield, Middletown, Milford, New Haven, North
Branford, North Haven, Old Saybrook, Orange, Portland, Seymour,
Shelton, Wallingford, Westbrook, West Haven, Woodbridge.

Region 3:

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Email aduhaime@seracct.org
Website www.secracct.org
Towns: Ashford, Bozrah, Brooklyn, Canterbury,
Chaplin, Colchester, Columbia, Coventry, East Lyme, Eastford,
Franklin, Griswold, Groton, Hampton, Killingly, Lebanon, Le-
dyard, Lisbon, Lyme, Mansfield, Montville, New London, North
Stonington, Norwich, Old Lyme, Plainfield, Pomfret, Preston, Put-
nam, Salem, Scotland, Sprague, Sterling, Stonington, Thompson,
Union, Voluntown, Waterford, Willington, Windham, Woodstock.

Region 4:

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Website www.amplifyct.org
Towns: Andover, Avon, Berlin, Bloomfield, Bolton,
Bristol, Burlington, Canton, East Granby, East Hart-
ford, East Windsor, Ellington, Enfield, Farmington,
Glastonbury, Granby, Hartford, Hebron, Kensing-
ton, Manchester, Marlborough, New Britain, Newing-
ton, Plainville, Plymouth, Rocky Hill, Simsbury, Som-
ers, South Windsor, Southington, Stafford, Suffield,
Tolland, Vernon, West Hartford, Wethersfield, Wind-
sor, Windsor Locks.

Region 5:

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Towns: Barkhamsted, Beacon Falls, Bethel, Bethle-
hem, Bridgewater, Brookfield, Canaan, Cheshire,
Colebrook, Cornwall, Danbury, Goshen, Hartland,
Harwinton, Kent, Litchfield, Middlebury, Morris, Nau-
gatuck, New Fairfield, New Hartford, New Milford,
Newtown, Norfolk, North Canaan, Oxford, Prospect,
Redding, Ridgefield, Roxbury, Salisbury, Sharon,
Sherman, Southbury, Thomaston, Torrington, Warren,
Washington, Waterbury, Watertown, Winchester, Win-
sted, Wolcott, and Woodbury.

Updated 01/23

**Instructions For Submitting Funding Application Grant Program
To Support Local Prevention Councils**

Appendix C: Prevention Strategies and Service Type Codes

- **Alternative Activities: STA**
- **Capacity Building: STC**
- **Education: STE**
- **Information Dissemination: STN**
- **Environmental Strategies: STV**

Note: *Bold items are required activities

Service Type	Code	Definition	Count Method	Suggested Activities
Youth/Adult Leadership Function	STA07	This is a structured, prevention service that uses adults to provide guidance, support, and other risk reduction activities for youth or adults.	Number of participants	Examples are tutoring programs; coaching activities; mentoring programs; and adult-led youth groups.
Accessing Services and Funding	STC01	This service increases or improves the prevention or health promotion capacity of a community by developing resources to support services.	Number of grants/budgets submitted	Examples are accessing and coordinating <u>Federal</u> , state, and local grants; developing and maintaining a listing of Federal, state, and local funding sources; or developing program budgets. (All budgets-no matter source.)
Focus Group	STC011	This is a structured interview of groups of 6-10 people at the same time in order to gather information, support local data collected, or collect input on new ideas.	Number of people in the group	Participants can include youth, parents, people in recovery, etc.
Coalition Building	*STC013	This is a service designed to build or enhance coalition resources or membership through <u>outreach and engagement</u>.	Number of <u>new people or organizations</u> committing to support coalition efforts	Outreach to secure sector representation.
Coalition Capacity Building	*STC014	This is participation in training or other meetings related to the implementation of DMHAS funded programs at the community level.	Number of people in the coalition (count yourself)	Examples are grantee meetings; learning communities; and receiving training or TA to address specific readiness and capacity needs.
Monitoring and Evaluation	*STC015	<u>Collection, analysis, or reporting of data.</u>	Number of people involved in the process	Examples are collection of required process or outcome data in your quarterly and final reports.

**Instructions For Submitting Funding Application Grant Program
To Support Local Prevention Councils**

Assessing Community Needs	*STC02	This is a <u>formal assessment of prevention needs and response capacity that describes data and information about substance use and related problems and identifies prevention priorities and at-risk and high-risk populations.</u>	Number of people involved in the process	Assessment of local conditions: school infractions, community surveys, school surveys, access and availability (environmental scan, # of retail outlets, etc.), current ordinances in existence, promotion of community readiness survey.
Community/ Volunteer Services - Training	STC03	This is a <u>structured service intended to impart information to individuals</u> or community groups. It may include the teaching of organizational development skills	Number of people who received the training	Examples could be training peer leaders, or coalition volunteers; (SPF, Compliance Check, CADCA /Coalition Academy, Shoulder Taps, Youth to Youth Conference, New England School of Prevention Studies, etc.) *funds can be used for registration
Community Team Activities/ Coalition Meetings	*STC05	This is the work of a coalition or other formal community team that fosters, supports, enhances, or advocates for prevention and health promotion.	Number of participants	Required to hold a minimum of 4 LPC meetings per year Examples are <u>coalition meetings that ideally involve 12+ sector representation</u> and to provide prevention services.
Training Services	STC06	This is the delivery of structured prevention training intended to develop professional proficiency in prevention program design, development, and delivery.	Number of people trained	Examples are conducting prevention training programs; or other formal skill-building services. This can include: Professional development about the identified problem substance, local pediatricians offices about screening their patients, educating local sports coaches, and empowering parents.

**Instructions For Submitting Funding Application Grant Program
To Support Local Prevention Councils**

Coalition Planning Activity	STC10	Coalition planning activity to address identified problem substance, coordinating activities with coalition partners, and planning for additional funding.	Number of participants	Development of logic model, work plan, strategic plan
Classroom Educational Services	STE02	This is a service that is part of the delivery of a recognized prevention <u>curriculum</u> in a school.	Number of participants	Examples are curricula listed in <u>federal registries of evidence-based programs or recurring</u> substance abuse education to students specific to the identified problem substance.
Educational Service for Youth Groups	STE03	This is a service that is part of a <u>structured multi-session substance abuse prevention program for youth groups</u>	Number of participants	(children, teens, young adults) and youth organizations, such as Boys or Girls Clubs, Scouts or organizations serving youth. Specific to the identified problem substance.
Parenting/Family Education	STE04	<u>substance abuse program</u> designed to assist <u>parents and families</u> in addressing substance abuse risk factors, implementing protective factors, and learning about the effects of substance abuse on individuals and families.	Number of participants	Programs that address parenting skills related to communication around priority substance including identification, family norms, prevention and intervention.
Small Group Sessions	STE06	This is a psycho educational group for youth of not more than 16 members focused on the identified priority substance.	Number of participants	Diversion from punitive consequences (JRB / school referral) i.e. Stanford Curriculum i.e. Southington Steps Program **cessation programs at not allowable

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Health Fairs	STN02	This is participation in a school or community gathering to disseminate written materials and information on identified problem substance and related issues.	Number of attendees	Examples are school health education fairs; health education programs in shopping malls; church fairs; or public health events.
Audiovisual Material Disseminated	STN10	This is dissemination of original audiovisual material related to substance abuse, its effects on individuals, schools, families, and communities.	Number of materials disseminated	<u>Examples are videos, DVDs, or multimedia websites.</u> This includes Clearinghouse Library Loan Services. (For social media count number of followers)
Material Disseminated	*STN11	This is dissemination of materials designed to inform individuals, schools, families, and communities about the effects of the identified problem substance, approaches to prevention, and available services.	Number of people given the material	Examples are brochures; flyers; fact sheets; posters; or website content. (For social media count / follower / web site hit count number)
Curriculum Disseminated	STN12	This is dissemination of a course of study in prevention that includes all the <u>materials needed for the course to be replicated</u> , including learning goals and objectives, materials, evaluation, etc.	Number of people given the curriculum	Examples are purchasing and providing a curriculum to a school system.
Public Service Announcement Disseminated	STN14	This is dissemination of a Public Service Announcement (PSA), a media message disseminated through television, radio, or a website, designed to inform and educate audiences about identified problem substance and its effects on individuals, schools, families, and communities. *PSA concept requires prior approval by RBHAO).	Number of people listening to or viewing the PSA	A PSA on your local cable station or school TV station.
Mass Media Campaign Distributed	STN16	A <u>media campaign</u> uses social marketing and public education principles to deliver substance abuse prevention or health promotion messages designed to change social norms on the identified problem substance. <u>This is a series of messages, based on careful research and knowledge</u> about the intended audience so that they are consistent with their values, attitudes, and motivations. concept requires prior approval by RBHAO).	Census of the “community” impacted by the campaign	Using print, broadcast and web-based media, or a combination of newspaper ads, web content, and the distribution of signs, postcards, bumper stickers, posters, etc.

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Speaking Engagement	STN17	This is a speech, news conference, briefing, classroom presentation, assembly presentation, hearings, or volunteer speaker's bureau assignment to impart information about the identified problem substance, prevention and related issues. (Single occurrence). *Payment / honorariums not to exceed \$500.00).	Number of attendees	A staff speaks at an event, or hosts a speaker for the community.
Preventing Sale of ATOD/vape products to Underage Youth	STV02	This is a service designed to prevent the sale of ATOD/vape products to minors.	Number of merchants or police	Retailer compliance checks; merchant education; police partnerships.
Establishing Policies	STV04	This is the establishment of school, workplace, or community policies regarding use, including establishment of drug-free school zones or workplaces; and development of school or business use policies and procedures.	Number of people impacted	ATOD/Vape free parks / public spaces Review school / workplace policies
Changing Codes, Ordinances, Regulations, and Legislation	STV05	This is a service designed to <u>change codes, ordinances, regulations, or other laws</u> to reduce access and availability.	Number of people impacted	Zoning ordinances to prohibit new ATOD/vape outlets or reduce the number of existing outlets; ATOD/vape-in-public ordinances; regulations; efforts aimed at legislators or city officials
Enforcement of public policy	STV06	This is a service designed to support public policy.	Number of people impacted by the policy	Campaigns to engage relevant partners to carry out policy enforcement